

REP HEADLINE# C357009
\$\$\$ UNAPPROVED REV #1 \$\$\$

FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 1/12 10.12
***CHANGES** *** WELLA-TV ***

:LINE#:	REP :	COD:	TIME PERIOD :	LNGTH :	SEC :	RATE :	START DATE :	END DATE :	SPTS: /WK:	WEEK :	DAYs :	TOTAL: SPTS:
46	A	SCOP SCOP	4-IDP	30		\$3,500.00	10/2	10/2		1	TOE	1
PROGRAM : CON COM1:	GO ON/NEW	ON/NEW	NORMAL									

OCT/12 48925.00

CONTRACT TOTAL 48925.00
TOTAL SPOTS 44

MARKET TOTALS \$129,210 WFLA 38% WFTS 28% WTRP 22% WIVT 0% WLOG 8% WTPA 4% WMOR 24%
WMX 0% WXPK 0% WWSB 2% CABL 0%
SHARES ACCURATE
SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SETUP U-PAIR PGM R- RATE S-SHOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Copy

Client:	American Crossroads/ Issue		Submission Cost:	48925	Campaign Ref:	E.063570090
Buyer:			Client/Product Estimate:	11 /27 /1065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12		Weeks:	2	Order Ref:	06357009
Est/Po Number:	06357009		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No		Business Category:	Transactional		

Product:	American Crossroads		Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household		Order:			

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show	03		675	30	Nbr. of Spots	1		1	675
2	M-F 2p Rachael Ray	02		400	30	Nbr. of Spots	1		1	400
3	M-F 3p Doctors	03		450	30	Nbr. of Spots	1		1	450
4	M-F 4p Dr Oz	03		725	30	Nbr. of Spots	1		1	725
5	M-F 5a News	01		300	30	Nbr. of Spots	1		1	300
6	M-F 6a News	02		1000	30	Nbr. of Spots	1		1	1000
7	M-F 9a Today Show II	02		950	30	Nbr. of Spots	1		1	950
8	M-F 1135p ET / 1035p CT Tonight Show	03		675	30	Nbr. of Spots	1		1	675
Weekly Totals: Total Spots(Ord Spots)							37	7	44	

Crossroads Media
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Tampa, FL 33601

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Tampa, FL 33601

PHONE (813) 228-8888

Copy										
Ref	Sales Product Details	Rev Type	Rate	Spot Type	1001	1008	Total	Cost		
9	M-F 2p Rachael Ray	02			400	30	Nbr of Spots	1	1	400
10	M-F 3p Doctors M....	03			450	30	Nbr of Spots	1	1	450
11	M-F 4p Dr Oz M....	03			725	30	Nbr of Spots	1	1	725
12	M-F 530a News M....	02			450	30	Nbr of Spots	1	1	450
13	M-F 6a News M....	02			1000	30	Nbr of Spots	1	1	1000
14	M-F 7a Today Show M....	02			1200	30	Nbr of Spots	1	1	1200
15	Sat 630p ET / 530p CT NBC Nightly News S.	01			4500	30	Nbr of Spots	1	1	4500
17	M-Su 11p News T...	02			1700	30	Nbr of Spots	1	1	1700
18	M-F 1135p ET / 1035p CT Tonight Show T...	03			675	30	Nbr of Spots	1	1	675
19	M-F 2p Rachael Ray T...	02			400	30	Nbr of Spots	1	1	400
20	M-F 3p Doctors	03			450	30	Nbr of Spots	1	1	450
Weekly Totals:					37	7	44	450		
Total Spots(Ord Spots)					37	7	44	450		

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 4p Dr Oz ..T..	03	725	Comme				725
22	M-F 6a News ..T..	02	1000	Comme	Nbr of Spots	1	1	1000
23	M-F 7a Today Show ..T..	02	1200	Comme	Nbr of Spots	1	1	1200
24	M-F 9a Today Show II ..T..	02	950	Comme	Nbr of Spots	1	1	950
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ..T..	01	6000	39	Nbr of Spots	1	1	6000
26	M-F 1135p ET / 1035p CT Tonight Show ..T..	03	675	30	Nbr of Spots	1	1	675
27	M-F 2p Rachael Ray ..T....	02	400	30	Nbr of Spots	1	1	400
28	M-F 3p Doctors ..T....	03	450	30	Nbr of Spots	1	1	450
29	M-F 4p Dr Oz ..T....	03	725	30	Nbr of Spots	1	1	725
30	M-F 5a News ..T....	01	300	30	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)				37	7	44		

Copy

Client: American Crossroads/Issue
Buyer: ..T..
Schedule Dates: 10/01/12 to 10/14/12
Est/P/O Number: 06357009
Associated Copies: No

Submission Cost: 48925
Client/Product Estimate: 14,127 /1065
Weeks: 2
Contract type: Political

Campaign Ref: E.06357009
Sales Rep: HRP Washington, DC
Order Ref: 06357009
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 4p Dr Oz ..T..	03	725	Comme				725
22	M-F 6a News ..T..	02	1000	Comme	Nbr of Spots	1	1	1000
23	M-F 7a Today Show ..T..	02	1200	Comme	Nbr of Spots	1	1	1200
24	M-F 9a Today Show II ..T..	02	950	Comme	Nbr of Spots	1	1	950
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ..T..	01	6000	39	Nbr of Spots	1	1	6000
26	M-F 1135p ET / 1035p CT Tonight Show ..T..	03	675	30	Nbr of Spots	1	1	675
27	M-F 2p Rachael Ray ..T....	02	400	30	Nbr of Spots	1	1	400
28	M-F 3p Doctors ..T....	03	450	30	Nbr of Spots	1	1	450
29	M-F 4p Dr Oz ..T....	03	725	30	Nbr of Spots	1	1	725
30	M-F 5a News ..T....	01	300	30	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)				37	7	44		

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888



Client:	American Crossroads/ Issue	Submission Cost:	48925	Campaign Ref:	E.063570090
Buyer:	"	Client/Product Estimate:	11/27 /1065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est/P/O Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 6a News T.....	02		1000	30 Comme	Nbr of Spots 1	1	1	1000
32	M-F 7p News T.....	02		1300	30 Comme	Nbr of Spots 1	1	1	1300
33	M-F 7a Today Show T.....	02		1200	30 Comme	Nbr of Spots 1	1	1	1200
34	M-F 730p Entertainment Tonight T.....	02		1300	30 Comme	Nbr of Spots 1	1	1	1300
35	M-F 9a Today Show II T.....	02		950	30 Comme	Nbr of Spots 1	1	1	950
36	M-F 1135p ET / 1035p CT Tonight Show W...	03		675	30 Comme	Nbr of Spots 1	1	1	675
37	M-F 2p Rachael Ray ..W...	02		400	30 Comme	Nbr of Spots 1	1	1	400
38	M-F 3p Doctors W...	03		450	30 Comme	Nbr of Spots 1	1	1	450
39	M-F 4p Dr Oz W...	03		725	30 Comme	Nbr of Spots 2	2	2	1450
40	M-F 6a News W...	02		1000	30 Comme	Nbr of Spots 1	1	1	1000
41	M-F 7a Today Show	02		1200	30 Comme	Nbr of Spots 1	1	1	1200
Weekly Totals: Total Spots(Ord Spots)						37	7	44	

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American Crossroads/ Issue Submission Number 797 Issue 1

News
Channel 8
MeTV
TBO.com

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-6888

Copy

Client:	American Crossroads/ Issue	Submission Cost:	48925	Campaign Ref:	E-063570090
Buyer:		Client/Product/Estimate:	11/27 /4065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est./PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
W...					Comme				
42	M-F 9a Today Show II ..W...	02		950	30	Nbr of Spots	1	1	950
43	Tue 9-10p Go On / New Normal T...	03		3500	30	Nbr of Spots	1	1	3500
44	Sun 10a Meet The PressS	02		4000	30	Nbr of Spots	1	1	4000
Weekly Totals: Total Spots(Ord Spots)						37	7	44	

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	Totals	10/01	Month 10 Weeks: 4	10/08
Spots	44	37		7
Cost	48925	44025		49000

Grand Totals:

Spots:	44
Gross Total:	48,925.00
Commission:	7,338.75
Net Total:	41,586.25

REP: HEADLINE# 6357009
*** ORIGINAL KEY#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP 28/12 12.43
*** WFLA-TV ***

ADV # _____ ADV. NAME ISS/AMER. CROSSROADS

AGY # _____ AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

ORDER # _____ CONTRACT # 6357009

PRDCT AMERICAN CROSSROADS EST# 1065 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT 2/12 OCT 8/12 WK-1

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED DATE SEP 28/12 12.43

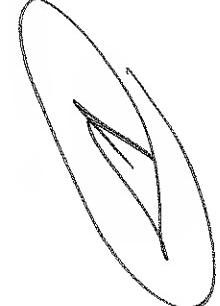
REP: NEW ORDER

TTL \$48,925.044X

THANKS! BRIAN FOR MEGHAN

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

AMERICAN CROSSROADS



LINE#	REP	CD:	TIME PERIOD	LGTH	SEC	RATE	START	END	:SPTS:	WEEK	DAYS	:TOTAL:
							:DATE	:DATE	/WK:	INVT		:SPTS:

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1065
AGENCY PRODUCT CODE = 27

1 1135P-1237A 30 \$675.00 10/5 10/5 1 FRI 1

PROGRAM : TONITE SHW-NBC<
CON COM: TONITE SHW-NBC<

2 200P-300P 30 \$400.00 10/5 10/5 1 FRI 1

PROGRAM : RACHAEL RAY
CON COM: RACHAEL RAY

3 30P-400P 30 \$450.00 10/5 10/5 1 FRI 1

PROGRAM : DOCTORS<
CON COM: DOCTORS<

REP HAZELINE 635704

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP28/12 12 . 43
*** WFLA-TV ***

REP HEADLINE# 6357009
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 703-516-9680 CREDIT RISK !!! HARRIS REPORT FROM REP

SEP 28 / 12 12 * 43
*** WFLA-TV ***

FDP RECD/LINE# C25-JOJ

ORIGINAL REV#0 ****

REF: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/12 12:43
*** WFLA-TV ***

LINE#	REP : CDE :	TIME PERIOD	LENGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVT	DAYS	:TOTAL: SPTS:
22	PROGRAM : LINE#:	300P-400P	30		\$450.00	10/4	10/4	1		THU	1
	PROGRAM : CON COM1:	DOCTORS< DOCTORS<									
23	PROGRAM : CON COM1:	400P-500P DR. OZ< DR. OZ<	30		\$725.00	10/4	10/4	1		THU	1
24	PROGRAM : CON COM1:	600A-700A NCB TODAY@6AM< NCB TODAY@6AM<	30		\$1,000.00	10/4	10/4	1		THU	1
25	PROGRAM : CON COM1:	700A-900A TODAY SHW	30		\$1,200.00	10/4	10/4	1		THU	1
26	PROGRAM : CON COM1:	900A-1000A TODAY SHW2-NBC	30		\$950.00	10/4	10/4	1		THU	1
27	PROGRAM : CON COM1:	900P-1000P PARK REC. OFFICE-NBC/WALTERRENNING NBC	30		\$6,000.00	10/4	10/4	1		THU	1
28	PROGRAM : CON COM1:	1135P-1237A TONITE SHW-NBC< TONITE SHW-NBC<	30		\$675.00	10/2	10/2	1		TUE	1
29	PROGRAM : CON COM1:	200P-300P RACHAEL RAY RACHAEL RAY	30		\$400.00	10/2	10/2	1		TUE	1
30	PROGRAM : CON COM1:	310P-400P DOCTORS< DOCTORS<	30		\$450.00	10/2	10/2	1		TUE	1

REVP REV#0 ***
SRI SIREN

REP : TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
SCHED WORKSHEET HARRIS REPORT FROM REP

SEP 28 / 12 12 - 43
*** WESTERN-TV ***

REP HEADLINE# 6357009
*** CPT-101 PRT-44

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
OWNER WORKSHEET HARRIS REPORT FROM REP

SEP28/12 12-43
*** WFLA-TV ***

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 794 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-4888

Original

Client:	American Crossroads/ Issue	Submission Cost:	48925	Campaign Ref:	E.063570090
Buyer:	"	Client/Product Estimate:	11/27/1065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est./PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show	03		675	30	Nbr of Spots	1		1	675
2	M-F 2p Rachael Ray	02		400	30	Nbr of Spots	1		1	400
3	M-F 3p Doctors	03		450	30	Nbr of Spots	1		1	450
4	M-F 4p Dr Oz	03		725	30	Nbr of Spots	1		1	725
5	M-F 5a News	01		300	30	Nbr of Spots	1		1	300
6	M-F 6a News	02		1000	30	Nbr of Spots	1		1	1000
7	M-F 9a Today Show II	02		950	30	Nbr of Spots	1		1	950
8	M-F 1135p ET / 1035p CT Tonight Show	03		675	30	Nbr of Spots	1		1	675
Weekly Totals: Total Spots(Ord Spots)							37	7	44	

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Client:	American Crossroads/ Issue		Submission Cost:	48925	Campaign Ref:	E-063570090
Buyer:	Client/Product Estimate:		Sales Rep:	HRP Washington, DC		
Schedule Dates:	10/01/12 to 10/14/12		Order Ref:	06357009		
Est./PO Number:	06357009		Business Type:	POLITICAL		
Associated Copies:	Business Category: Transactional					

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 2p Rachael Ray	02		400	30	Nbr of Spots	1	1	400
M.....				400	Comme				
10	M-F 3p Doctors	03		450	30	Nbr of Spots	1	1	450
M.....				450	Comme				
11	M-F 4p Dr Oz	03		725	30	Nbr of Spots	1	1	725
M.....				725	Comme				
12	M-F 530a News	02		450	30	Nbr of Spots	1	1	450
M.....				450	Comme				
13	M-F 6a News	02		1000	30	Nbr of Spots	1	1	1000
M.....				1000	Comme				
14	M-F 7a Today Show	02		1200	30	Nbr of Spots	1	1	1200
M.....				1200	Comme				
15	Sat 630p ET / 530p CT NBC Nightly News	01		4500	30	Nbr of Spots	1	1	4500
....S				4500	Comme				
16	Sun 1pm Meet The Press	01		4000	30	Nbr of Spots	1	1	4000
....S				4000	Comme				
17	M-Su 11p News	02		1700	30	Nbr of Spots	1	1	1700
...T...				1700	Comme				
18	M-F 1135p ET / 1035p CT Tonight Show	03		675	30	Nbr of Spots	1	1	675
T...				675	Comme				
19	M-F 2p Rachael Ray	02		400	30	Nbr of Spots	1	1	400
				400	Comme				
Weekly Totals:						37	7	44	

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Submission Number 794 Issue 1



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Buyer: ... 10/01/12 to 10/14/12	Client/Product Estimate: 11/27 /1065	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06357009
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Associated Copies: No	Business Category: Transactional	

Original

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 3p Doctors T....		03	450	30 Comme	Nbr of Spots 1	1	1	450
21	M-F 4p Dr Oz T....		03	725	30 Comme	Nbr of Spots 1	1	1	725
22	M-F 6a News T....		02	1000	30 Comme	Nbr of Spots 1	1	1	1000
23	M-F 7a Today Show T....		02	1200	30 Comme	Nbr of Spots 1	1	1	1200
24	M-F 9a Today Show II T....		02	950	30 Comme	Nbr of Spots 1	1	1	950
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation T....		01	6000	30 Comme	Nbr of Spots 1	1	1	6000
26	M-F 1135p ET / 1035p CT Tonight Show T....		03	675	30 Comme	Nbr of Spots 1	1	1	675
27	M-F 2p Rachael Ray T....		02	400	30 Comme	Nbr of Spots 1	1	1	400
28	M-F 3p Doctors T....		03	450	30 Comme	Nbr of Spots 1	1	1	450
29	M-F 4p Dr Oz T....		03	725	30 Comme	Nbr of Spots 1	1	1	725
Weekly Totals: Total Spots(Ord Spots)						37	7	44	

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Buyer:	10/01/12 to 10/14/12		Client/Product/Estimate:	11/27 /1065	Sales Rep:	HRP Washington, DC
Schedule Dates:			Weeks:	2	Order Ref:	06357009
Est./PO Number:	06357009		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No		Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
30	M-F 5a News T....		01			300	Nbr of Spots	1	300
31	M-F 6a News T....		02			1000	30	Nbr of Spots	1
32	M-F 7p News T....		02			1300	30	Nbr of Spots	1
33	M-F 7a Today Show .T....		02			1200	30	Nbr of Spots	1
34	M-F 730p Entertainment Tonight .T....		02			1300	30	Nbr of Spots	1
35	M-F 9a Today Show II T....		02			950	30	Nbr of Spots	1
36	M-F 1135p ET / 1035p CT Tonight Show W....		03			675	30	Nbr of Spots	1
37	M-F 2p Rachael Ray .W....		02			400	30	Nbr of Spots	1
38	M-F 3p Doctors .W....		03			450	30	Nbr of Spots	1
39	M-F 4p Dr Oz .W....		03			725	30	Nbr of Spots	2
40	M-F 6a News		02			1000	30	Nbr of Spots	1
Weekly Totals: Total Spots(Ord Spots)						37	7	44	

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**News
Channel 8**
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TBO.com

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Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06357009
Est./PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Grand Totals

Month 10 Weeks: 4

Grand Totals:

		Month 10 Weeks: 4		
		Totals	10/01	10/08
Spots	Cost	44	37	7
		48925	44025	4000

Spots:	44
Gross Total:	48,925.00
Commission:	7,338.75
Net Total:	41,586.25



WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP_: WFLA (Washington Dc)
SLSR: HRP Washington, DC
ADV_: American Crossroads/ Issue
PROD: American Crossroads

2012 WFLA I SS
INVOICE DATE 10/28/12 E:063570090
ORDER TYPE Political WFLA

INVOICE NUMBER PAGE BROADCAST MONTH
e 0100033203 1 10/01/2012 - 10/2
SCHEDULE DATES
10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /1065
Desc: 06357009

SCHEDULE				ACTUAL BROADCAST					TERMS: NET 30 DAYS.	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT	DESCRIPTION	PRICE	RECONCILIATION
M-F 1135p ET / 1035p CT Tonight					*WFLA		:30	Commercial		
675.00	1	1	10/05	FR	12:20A	30	USPRTV19ACH		675.00	
M-F 2p Rachael Ray					*WFLA		:30	Commercial		
400.00	2	1	10/05	FR	02:59P	30	USPRTV19ACH		400.00	
M-F 3p Doctors					*WFLA		:30	Commercial		
450.00	3	1	10/05	FR	03:31P	30	USPRTV19ACH		450.00	
M-F 4p Dr Oz					*WFLA		:30	Commercial		
725.00	4	1	10/05	FR	04:55P	30	USPRTV19ACH		725.00	
M-F 5a News					*WFLA		:30	Commercial		
300.00	5	1	10/05	FR	05:11A	30	USPRTV19ACH		300.00	
M-F 6a News					*WFLA		:30	Commercial		
1000.00	6	1	10/05	FR	06:57A	30	USPRTV19ACH		1000.00	
M-F 9a Today Show II					*WFLA		:30	Commercial		
950.00	7	1	10/05	FR	09:59A	30	USPRTV19ACH		950.00	
M-F 1135p ET / 1035p CT Tonight					*WFLA		:30	Commercial		
675.00	8	1	10/08	MO	11:47P	30	USPRTV19ACH		675.00	
M-F 2p Rachael Ray					*WFLA		:30	Commercial		
400.00	9	1	10/08	MO	02:44P	30	USPRTV19ACH		400.00	
M-F 3p Doctors					*WFLA		:30	Commercial		
450.00	10	1	10/08	MO	03:58P	30	USPRTV19ACH		450.00	
M-F 4p Dr Oz					*WFLA		:30	Commercial		
725.00	11	1	10/08	MO	04:10P	30	USPRTV19ACH		725.00	
M-F 530a News					*WFLA		:30	Commercial		
450.00	12	1	10/08	MO	05:59A	30	USPRTV19ACH		450.00	
M-F 6a News					*WFLA		:30	Commercial		
1000.00	13	1	10/08	MO	06:53A	30	USPRTV19ACH		1000.00	
M-F 7a Today Show					*WFLA		:30	Commercial		
1200.00	14	1	10/08	MO	08:41A	30	USPRTV19ACH		1200.00	
*** Continued ***										
44 Total Units										
IOD COST	48,925.00									
ACTUAL GROSS BILLING										
							48,925.00			Debits .00
AGENCY COMMISSION										
							7,338.75			Credits .00
NET DUE										
							41,586.25			TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER **PRODUCT**
American Crossroads / Issue American Crossroads

INVOICE NUMBER BROADCAST MONTH
0100033203 10/01/2012 - 10/28,

AMOUNT DUE
1,586.25

REMIT TO:

*00171

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



WFLA-TV

A MEDIA GENERAL STATION

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INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Oc)
SLSR: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
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10/01/12-10/14/12
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Desc: 06357009

SCHEDULE

DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION
								REMARKS DEBIT/CREDIT
Sat 630p ET / 530p CT NBC Night								
4500.00	15	1	10/06	SA	06:59P	:30 Commercial		
M-Su 11p News								
1700.00	17	1	10/04	TH	11:21P	:30 Commercial		
M-F 1135p ET / 1035p CT Tonight								
675.00	18	1	10/04	TH	11:57P	:30 Commercial		
M-F 2p Rachael Ray								
400.00	19	1	10/04	TH	02:33P	:30 Commercial		
M-F 3p Doctors								
450.00	20	1	10/04	TH	03:24P	:30 Commercial		
M-F 4p Dr Dz								
725.00	21	1	10/04	TH	04:55P	:30 Commercial		
M-F 6a News								
1000.00	22	1	10/04	TH	06:53A	:30 Commercial		
M-F 7a Today Show								
1200.00	23	1	10/04	TH	07:24A	:30 Commercial		
M-F 9a Today Show II								
950.00	24	1	10/04	TH	09:26A	:30 Commercial		
Thu 9-10p ET / 8-9p CT Office								
6000.00	25	1	10/04	TH	09:22P	:30 Commercial		
M-F 1135p ET / 1035p CT Tonight								
675.00	26	1	10/02	TU	12:30A	:30 Commercial		
M-F 2p Rachael Ray								
400.00	27	1	10/02	TU	02:59P	:30 Commercial		
M-F 3p Doctors								
450.00	28	1	10/02	TU	03:31P	:30 Commercial		
M-F 4p Dr Oz								
725.00	29	1	10/02	TU	04:38P	:30 Commercial		
M-F 5a News								
300.00	30	1	10/02	TU	05:21A	:30 Commercial		
M-F 6a News								
1000.00	31	1	10/02	TU	06:13A	:30 Commercial		
M-F 7p News								
1300.00	32	1	10/02	TU	07:23P	:30 Commercial		
M-F 7a Today Show								
1200.00	33	1	10/02	TU	08:26A	:30 Commercial		
M-F 730p Entertainment Tonight								
1300.00	34	1	10/02	TU	07:46P	:30 Commercial		
M-F 9a Today Show II								
950.00	35	1	10/02	TU	09:59A	:30 Commercial		
M-F 1135p ET / 1035p CT Tonight								
675.00	36	1	10/03	WE	12:33A	:30 Commercial		
M-F 2p Rachael Ray								
400.00	37	1	10/03	WE	02:23P	:30 Commercial		
M-F 3p Doctors								
450.00	38	1	10/03	WE	03:58P	:30 Commercial		
M-F 4p Dr Dz								
*** Continued ***								

PERIOD COST 48,925.00

44 Total Units
ACTUAL GROSS BILLING 48,925.00
AGENCY COMMISSION 7,338.75
NET DUE 41,586.25

Debits .00
Credits .00
SUB-TOTALS .00
TOTAL RECONCILING .00

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